New England Deaconess Hospital
Boston, Massachusetts

pulse

VOLUME 31 – NUMBER 10 AUGUST 1978

Ambulatory Care Unit opens on Deaconess 1

Dedication ceremonies and an open house were held July 14 to mark the opening of the new ambulatory care and observation units on Deaconess 1. These new facilities represent completion of the first phase in a series of extensive renovation projects currently underway on Deaconess 1 and 2.

The renovations are designed to meet the need for more space by some of the sections that make up the ambulatory services department.

The new facilities were constructed by the hospital's maintenance and engineering department under the direction of Neil Keating. Design of the units was likewise all in-house, with input from administrative and professional staffs.

"Everyone did a superb job," said Director of Ambulatory Services, Dr. Randolph B. Reinhold. "It's one of the most handsome and well-designed health care facilities I've ever seen."

The new observation unit replaces the original 10-bed facility on Deaconess 2.

"There were many occasions over the past couple of years when we just didn't have the space to accommodate the number of patients we were getting," said Ambulatory Services Manager, Wendy Beals. "It's gratifying to see patients being treated in a proper setting after having seen many of them out in the halls for the past few years," she added.

Eight of the 21 Ambulatory Care Units (ACU) beds are designated for surgical and diagnostic day care. The opening of this unit allows the hospital to offer patients who need minor surgical or diagnostic procedures an alternative to a traditional hospital stay. The ACU admits certain patients to have such procedures performed in the hospital's main operating suite, ambulatory operating rooms, cardiac catheterization laboratory or x-ray.

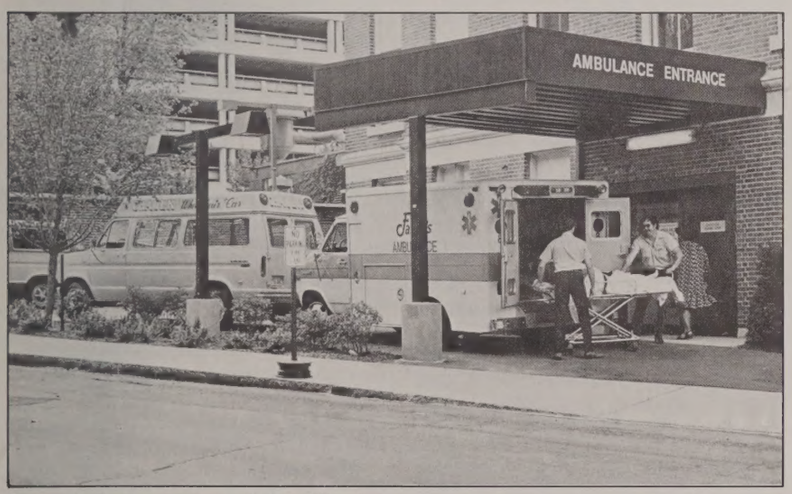
For example, a patient needing multiple tooth extractions could be referred to the ACU by his physician who would schedule a date and arrange for pre-operative x-rays and tests to be done beforehand. Two hours before his scheduled surgery, the patient checks in, forms are filled out, he changes in a private dressing room, then is shown to a bed in the ACU. Following any necessary preparations, he is wheeled to the operating suite in the Farr Building, the procedure is performed, and after a brief stay in the recovery room he is returned to the ACU. The patient is then discharged directly from the ACU.

A major feature of the new Deaconess 1 facilities is a re-located ambulance entrance. Previously in the area between the Palmer and Baker Buildings, it now opens onto Autumn Street from the back of the Deaconess building making it possible to bring patients directly from the ambulance into the observation unit without having to pass through any other part of the hospital.

Employees should be aware of the new parking restrictions in the vicinity of the ambulance entrance – violators will be towed – and note that the entrance is restricted to ambulance traffic only.

R. D. Lowry, the hospital's former executive vice president, and Maisie Brangman, supervisor of ambulatory services, cut ribbon opening new ambulance entrance.

The second phase of the renovations will begin shortly on Deaconess 2. The first step will be to provide new quarters for physical therapy and endoscopy. Ambulatory surgery and chemotherapy will remain in their present locations. The remaining sections; podiatry, dental and vascular, will move to quarters on Deaconess 1 when renovations are completed on this floor.



New ambulance entrance on Autumn Street

BLOOD SUPPLIES DROP TO CRITICAL LEVEL

The hospital is undergoing a critical blood shortage with supplies and reserves dwindling to almost nothing. Your donation in this emergency would be greatly appreciated.

If you're one of the few folks left who still believe that donating blood has an adverse effect on the body, remember Ed "Spike" Howard. Spike was a Philadelphia Strongman who, according to the *Guinness Book of World Records,* holds the world record for blood donations. During his lifetime, 1877-1946, he donated 1,056 pints or 132 gallons.

First in Boston

The hospital's 110 Francis St. motel combines luxury and convenience

You won't find it listed in the yellow pages, but the 110 Francis Street motel – "convenience with accommodations to suit your needs" – is in a class with the best.

"Our service is primarily for the medical community, but anyone can stay here," says Norman Ferdinand, motel manager and building supervisor. *(continued on page 3)*

Located on the third, fourth, and fifth floors of the Lowry Medical Office Building, the 54-room motel is designed to service the needs of families and friends of hospitalized patients. Opened in 1964 and completely owned and operated by the Deaconess, it was the first facility of its kind in Boston.

Norman Ferdinand behind 110 Francis Street lobby desk.

British scientist choses CRI for enzyme research study

Why do cancer cells form in the human body? Variations of this question are the driving force behind hundreds of research projects around the globe. But these projects cannot take place in isolation. Knowledge must be shared so that the scientific community at large can build on the work of each individual research team.

Here at the Deaconess, the Cancer Research Institute is internationally recognized for its major contributions to the growing volume of information on the subject. And it is this reputation that has attracted a young British biochemist to the hospital.

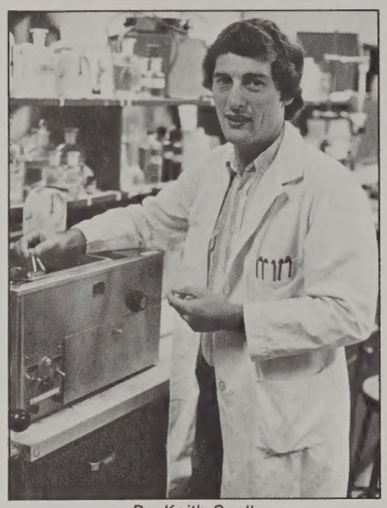
Dr. Keith Snell, an assistant professor at the University of Surrey, was impressed by the work being done here by Dr. W. Eugene Knox, head of the biochemistry department at CRI and a professor of biological chemistry at Harvard University.

"There were a variety of labs I could have gone to in order to continue my research," said Dr. Snell, whose particular field is the study of enzymes as indicators of cell metabolism. "But I chose this lab primarily because of Dr. Knox's pioneering work in my field. He is an established authority on cancer and amino-acid biochemistry and I felt that I could learn more here than elsewhere."

Dr. Snell also finds the hospital affiliation stimulating because "we are able to deal with human tumors and integrate them into our research programs. I have a much broader spectrum of tumors to study here than I do in England."

On another level, Dr. Snell says he enjoys being connected to the Deaconess because of the friendly and supportive atmosphere he has encountered.

"People at the Deaconess have been incredibly helpful to me," he says.



Dr. Keith Snell

Although Dr. Snell is able to use the institute's facilities to enrich his research, he brings to CRI specialized knowledge of a narrow range of enzymes which Dr. Knox recognizes as a valuable asset to his own investigations. Specifically, Dr. Snell's research is directed at examining enzymes that control the pathways of the amino-acid, serine, in a cell.

"Enzymes are the fellows that make things happen in a cell. By examining the way these enzymes change, we will gain a better understanding of how a normal cell is transformed into a cancerous one. My basic theoretical interest is how cells organize and regulate themselves biochemically." Dr. Snell explained.

While he's in this country, Dr. Snell is staying with Dr. Knox's research technologist, Barbara Green, and her husband, Bill. He'll be here for three weeks after which his wife, Monisha, and twelve-year-old daughter, Louise, are coming over for a ten-day vacation.

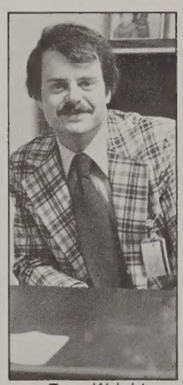
Some hard-headed bargaining means big savings for hospital

The hospital has saved $1800 on the purchase of a major piece of equipment thanks to some hard-headed bargaining on the part of two members of the materials management department.

Purchasing coordinator Tom Wright, assisted by Dick Reardon, manager of materials management, participated in Channel 2's annual fund-raising auction coming away with a CO-Oximeter for the bargain price of $8,200 while at the same time benefiting the publicly-supported TV station.

Makers of the sophisticated blood-analyzing device, Instrumentation Laboratory, Inc., notified their customers that they had donated a CO-Oximeter to WGBH-TV for its auction. A requisition had just been processed for purchasing the device for the pathology laboratories.

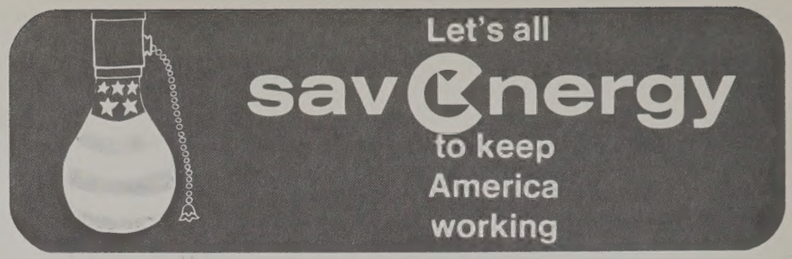
"We decided to monitor the auction and see if we could do better than the $10,000 purchase price," said Tom Wright, who switched off with Dick Reardon, keeping the Deaconess in the heat of the auction action.



Tom Wright

"The bidding really started to jump on Saturday, the last day of the auction," Tom explained. "$8,000 was bid late in the evening, but I got in there with $8,200. The machine was ours."

The CO-Oximeter, now installed in the blood gas lab, makes five blood measurements useful in detecting carbon monoxide poisoning, detecting the effects of certain drug poisonings and in monitoring how well oxygen is carried throughout the body.



This month's energy column features tips for efficient use of your home air-conditioner. The source is "Tips for Energy Savers," a Federal Energy Administration publication.

*Set your thermostat at 78 degrees, a reasonably comfortable and energy-efficient indoor temperature.

*The higher the setting and the less difference between indoor and outdoor temperature, the less outdoor hot air will flow into the building.

*If the 78 degree F. setting raises your home temperature 6 degrees (from 72 to 78, for example), you would save between 12 and 47 percent in cooling costs, depending on where you live.

*Don't set your thermostat at a colder setting than normal when you turn your air-conditioner on. It will NOT cool faster. It WILL cool to a lower temperature than you need and use more energy.

*Set the fan speed on high except in very humid weather. When it's humid, set the fan speed at low; you'll get less cooling but more moisture will be removed from the air.

*Clean or replace air-conditioning filters at least once a month. When the filter is dirty, the fan has to run longer to move the same amount of air, and this takes more electricity.

*Turn off your window air-conditioners when you leave a room for several hours. You'll use less energy cooling the room down later than if you had left the unit running.

*Consider using a fan with your window air-conditioner to spread the cooled air farther without greatly increasing your power use. But be sure the air-conditioner is strong enough to cool the additional space.

*Don't place lamps or TV sets near your air-conditioning thermostat. Heat from these appliances is sensed by the thermostat and could cause the air-conditioner to run longer than necessary.

MAN FROM HONEYWELL TALKS ABOUT HVAC

Mr. Jack Welch of Honeywell was guest speaker at the July 26 Energy Monitors' Training Session where he discussed the intricacies of the hospital's HVAC systems – that's heating, ventilating and air-conditioning for those unfamiliar with this fascinating subject.

Mr. Welch showed slides of the different inputs that affect temperature and humidity throughout the hospital. Fans, water coils, pumps, thermostats, dampers, filters and complex humidity control devices all interact automatically to produce a safe and comfortable environment for patient and employee. But, as Mr. Welch pointed out, the systems do not always work as they should. When this happens, the standard response is to fiddle with the thermostat. And although this might bring the temperature back into the comfort zone, enormous amounts of energy could be wasted.

"If a thermostat is set at 70 degrees and it's summer (the system's in the cooling mode), but the thermometer reads 65 degrees – 20 percent of the energy required to cool the area to 65 degrees is being thrown away," Mr. Welch said.

He taught the monitors how to recognize a malfunctioning HVAC system and advised them to call maintenance rather than crank up (or turn down) the thermostat.

Because of the complexity of the hospital's HVAC systems, and the logistical problems involved in keeping track of every fan, thermostat and cooling coil, a computer is presently being installed to monitor the system. The computer is a Honeywell Delta 1000 and Mr. Welch explained, with understandable pride, how it will not only automatically pinpoint the slightest malfunction, but enable a good deal of equipment to be shut down at different times throughout the day with no alteration in comfort.

"The energy savings effected by this computer-monitored method will be considerable, enough, in fact, to pay for the computer after only one year of operation," Mr. Welch said.

The next Energy Monitors' Training Session will be on August 23 at 10:30 a.m. in the Joslin Auditorium. Dino Fantagrassi of the hospital's maintenance and engineering department will wrap up the sessions with a rundown on just how important the role of each individual energy monitor is in the context of the hospital's ongoing cost containment efforts.

After the final training session, small workshop groups will be formed to analyze, and develop implementation plans for, the various suggestions received from the lighting survey. Included in these sessions will be a tour of the hospital's physical plant in the Farr sub-basement and penthouse.

ENERGY MONITOR OF MONTH

Isabella Erskine

Our first Energy Monitor of the Month is Isabella Erskine, purchasing, who wrote detailed accounts of the Energy Monitor's Training Sessions, thus providing valuable resource material for use by the Cost Containment Committee and Energy Monitors.

36 graduate from med-tech program

In ceremonies held June 3 in Audrey K. Kennedy Hall, 36 students were graduated from the program in Medical Technology Clinical Applied Study. The program is a cooperative one involving Northeastern University, New England Baptist Hospital and NEDH.

While in the five-year program, the students' time was divided between hospital training, Northeastern University classes and cooperative work. In addition to receiving their diplomas for completing the clinical applied study, which includes rotation through each laboratory department, the students have received a B.S. degree from Northeastern University and are now eligible to take a certification examination in medical technology.

Diplomas were presented by the directors of the program, Dr. Agnes Kim and Dr. Sanford Kurtz, and education coordinators Gloria Gifford and Marcia Stowell.

Since the program's inception in 1965, 266 students have been graduated including the chief technologists at NEDH (Joanne Casella) and NEBH (Kathleen Widican and Barbara Sweeney). Of the 130 certified medical technologists presently employed by the Deaconess, 35 (27 percent) are graduates of the program.

Medical Technology Program Faculty: (back row, l.-r.) Ann Cataldo, Donna Blackwell, Ann White, Gloria Gifford, Barbara Langley, Ann Bourgeois, Rose Marie Salah, Jane Kretchman; (middle row, l.-r.) Beverly Della Valle, Debra St. George, Prof. Judith Barr, Dr. Sanford Kurtz, Prof. Susan Rogers; (front row, l.-r.) Barbara Sweeney, Joanne Casella, Dr. Agnes Kim, Marcia Stowell, Donna Walsh.

Graduates of Clinical Applied Study in Medical Technology: (back row, l.-r.) Lea Ferrante, Paula Donovan, Nancy Ellison, Lorraine Jenkins, Laurel Gay, Paula Dudzisz, Karen Griffin, Karin McGonagle, Howard Beach, Debra Meece, Francis Luscinskas, Michael DePasquale, Paul Mak, Cheryl Frankel, Jeanne Doucette, Margaret Murtagh, Lucinda Macdonald, Emily Bell; (middle row, l.-r.) Julie Tremblay, Joanna Dakos, Nancy Flanagan, Melanie Blair, Eileen McMahon, Sarah Kowzan, Cindy Miller, Amy Wong; (front row, l.-r.) Carol Lane, Katherine Jansson, Mary Ann Liczek, Sharyn Orton, Lynn Puleo, Marla Greenberg, Debra Coppola; (not present) Thomas Carr, Leung Chi Lui, Debra Mavilio.

Music makes rounds on Farr 11

A grateful and generous former patient has donated a tape recorder and set of tapes for use by Farr 11 patients in their rooms.

Elana K. Kenner, a professinal piano player, gave the equipment to Farr 11 head nurse, Linda Reilly, at a small ceremony in that floor's solarium on June 29.

"I am donating this recorder and set of tapes to be used by the patients as a token of deep appreciation to the Deaconess and to Dr. Bartlett Stone. From time to time I will add to the collection of music and perhaps will be in a position to donate more machines in the future," Mrs. Kenner said. President Laurens MacLure thanked her for her generosity.

Mrs. Kenner appears behind the keyboard at Dunfey's Tavern in Lexington.

Motel . . .

(continued from front page)

"All our rooms have color television, telephone and air-conditioning in addition to free garage parking," says Mr. Ferdinand, who manages a staff of ten.

"The only significant differences between us and a standard motel or hotel," he adds, "are that we never limit lengths of stay and we will hold a reserved room all night. This is, of course, to address the special needs of families in times of personal crisis."

Mr. Ferdinand has been in the business quite a while and brings to the hospital's guest facility ten and a half years of experience with the Ritz Carlton. He's worked at the Deaconess for almost seven years.

A speech and drama major in college – he graduated from Emerson – Mr. Ferdinand worked in hotels during his summer vacations from college.

"I was hoping for a career in theatre, but I'm glad it worked out this way," he says.

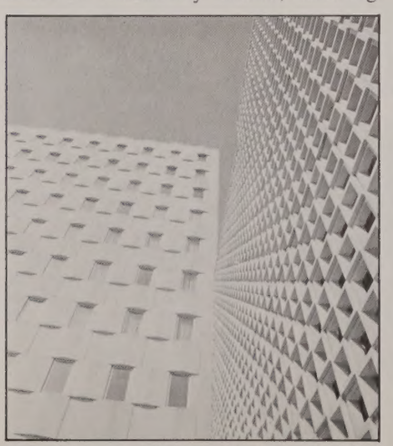
Until recently, Mr. Ferdinand was active in community theatre, directing and acting in numerous plays with the Milton Players and Hovey Players in Waltham. He also appeared in the original Brinks movie, "Six Bridges to Cross," and "Home Before Dark." ("I see myself on late-night TV once in a while.")

Mr. Ferdinand is helped out on the lobby desk by Dipak Desai, who recently became an American citizen. He is a native of India now living with his wife and two children in West Roxbury.

Speaking of the lobby desk, which was installed just before Christmas, Mr. Ferdinand has special praise for Al and Joe Marangiello, the father and son cabinet-making team in the hospital's maintenance and engineering department.

"The desk is a real work of art and supremely practical," he says. "Everyone loves it."

Mr. Ferdinand handles the arrangements for all routine maintenance in the Lowry Building. Structural changes and rental space are channelled through the office of administrative assistant Joseph Dohery.



Viewed from the Riverway, the Lowry Medical Office Building and adjoining garage produce interesting geometric shapes.

NANCY FERGUSON nurse, mother

The hospital community is deeply saddened by the tragic death of Nancy Ferguson and her three-year-old twins in a two-alarm fire which swept through their Maynard home July 24.

Mrs. Ferguson, who had been an LPN at the Deaconess for 11 years, worked on Palmer 5, Farr II and as a float.

According to fire officials, the two children and their mother were in a second floor bedroom when the fire broke out shortly after 2 p.m. Her husband, Edwin, was in California at the time.

Deaconess News in Brief

Dr. Hedley-Whyte Lectures in England

Dr. E. Tessa Hedley-Whyte, whose specialty is anatomic pathology, presented a paper on Unilateral Hypoxic-ischemic Leukoencephalopathy at the 55th meeting of the British Neuropathological Society July 22 at the University of Bristol.

Volunteers Certified

The hospital's volunteers, under the direction of Mrs. Robert F. Tilley, have received certification from the Boston Voluntary Action Center of the United Community Planning Corporation. The certificate attests that the volunteer program here meets the VAC's standards for organizations utilizing volunteers.

"Father of Hyperal" Lectures Here

Dr. Stanley J. Dudrick, chairman of the Department of Surgery at the University of Texas, and the developer of the hyperalimentation procedure, was guest lecturer at the July 6 tumor conference. He also spoke on Surgical Training in the Private Hospital at the monthly meeting of the Joint Harvard Surgical Service held at the Deaconess.

NEDH hosts Anit-crime program

Three repeated programs to show citizens what steps they could take to help prevent crime were held here August 8, 9 and 10. Sponsored by the Commercial Union Assurance Companies, the program consisted of a lecture and two films – one on the social and financial costs of crime, the other on self-defense techniques.

Two Take Bar Exams

James Douglas McDougal, Unit Clerk on Farr 9, and Joe Walsh, manager of compensation and benefits, took the Massachusetts Bar Examination July 26 and 27. They both attended Suffolk University.

New Parking Regulations

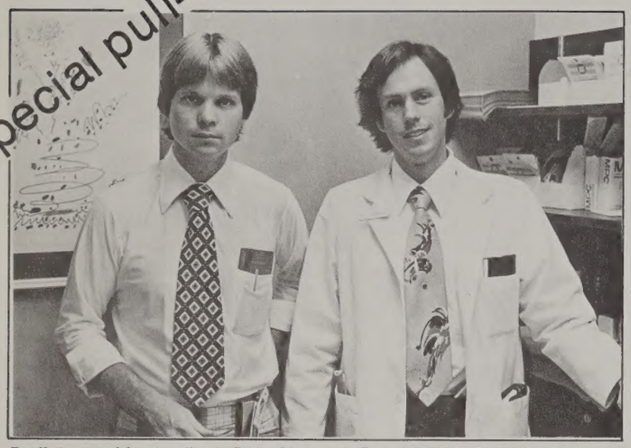
The new ambulance entrance on Autumn Street is now open, and because it must be kept clear for ambulance traffic at all times, strict new parking regulations are being enforced. And that means the tow truck's waiting just around the corner.

Dietetic program expands

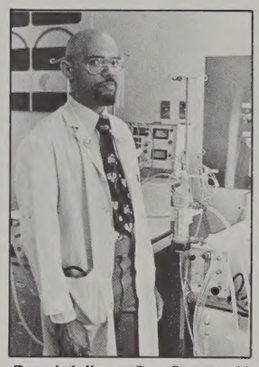
The hospital's dietetic internship program has expanded to include a masters degree. The 18-month program which started in July with courses at Boston University, was granted full accreditation by the American Dietetic Association's Commission on Evaluation of Dietetic Education.

Special pull-out section

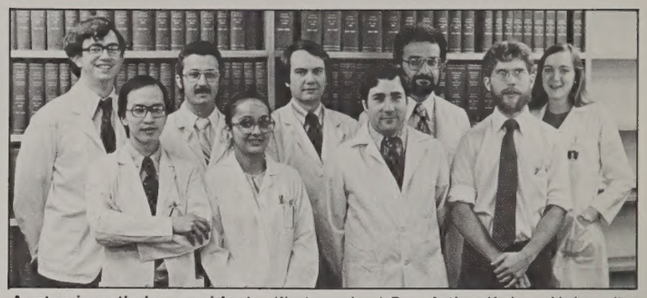
Residents and Fellows who will be



Podiatry residents: *(l.-r.) Drs. Clarence Eugene Hill, Ohio College of Podiatric Medicine; and Geoffrey Habershaw, Illinois College of Pediatric Medicine.*



Renal fellow: *Dr. Garrett V. Ridgley, Howard University.*

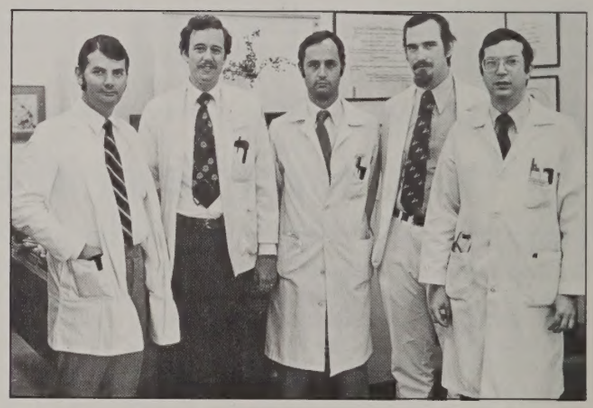


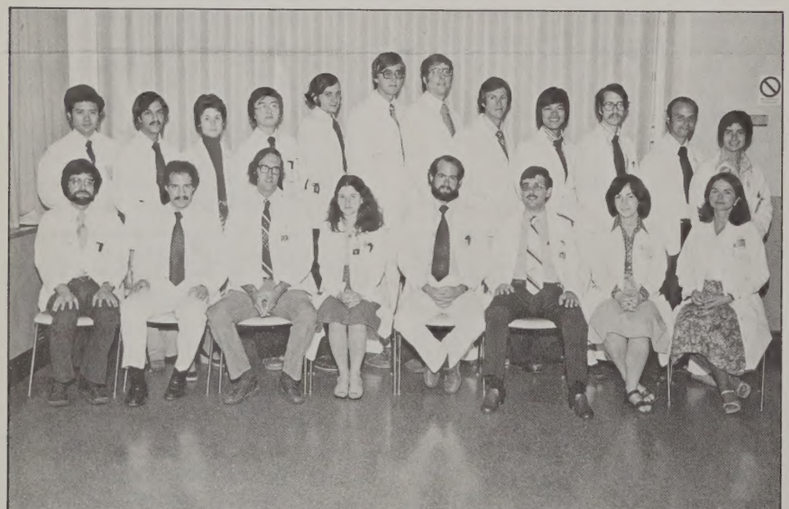
Anatomic pathology residents: *(first row l.-r.) Drs. Arthur K. Lee, Universitry of Hong Kong; Urmila Knettry, Lady Hardinge Medical College, New Delhi; Mark L. Silverman, University of Connecticut; Frederick C. Koerner, University of Vermont; (second row l.-r.) Carl J. O'Hara, Georgetown Medical School; Oswaldo Alberti, Jr., University Campinas, Brazil; Ronald A. Goerss, University of Florida; Sami J. Harawi, American University, Beirut; Lauren I. O'Brien, Duke University.*

General surgical and urology residents: *(sitting l.-r.) Drs. Richard Rohrer, Columbia University; Thomas Heck, Georgetown University; Michael Yaremchuk, Columbia University; Ronald Linder, New York University; (standing l.-r.) Robert Sher, George Washington University; John Ambrosino, University of Vermont; Robert Eyre, University of Virginia Medical School; Pablo Gazmuri, University of Chile.*

Clinical pathology residents: *(l.-r.) Drs. F. John Krolikowski, Tufts University; Ernest E. Lack, Jr., University of Minnesota; William M. Poston, Duke University; Henry M. Steady, Oxford University; Soon E. Kim, Yonsei University, Seoul.*

Thoracic surgery residents: *(l.-r.) Drs. Joachim Postel, Johann Wolfgang Von Goetag University; Frank Padberg (fourth-year resident on rotation from Harvard General Surgical Service); John Bell-Thomson (chief resident), Buenos Aires University; David Sizemore (fourth-year resident on rotation from Harvard General Surgical Service); and Vittore Pagan, University of Padova.*

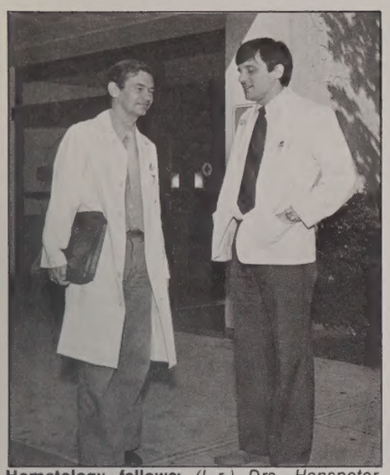




First-year residents in medicine: *(sitting l.-r.) Drs. Mark H. Levin, University of Chicago; D. Jeff Farley, Medical College of Virginia; Brian J. Casserly, Georgetown University; Ellen M. Buchbinder, Tulane Medical School; B. Taylor Thompson, University of California at Davis; Michael A. Fuentes, Georgetown University; Evelyn S. Picker, Medical College of Pennsylvania; Marilyn R. Capek, University of Nebraska; (standing l.-r.) Stanley P. Leong, Tulane; William J. Aberizk, Columbia P & S; Marian B. Klepser, Jefferson Medical College; Ron J. Hsieh, Michigan State University; Jeffrey W. Clark, Tufts; James A. Sandberg, University of Massachusetts; Craig L. Weston, Georgetown University; Clarence Eugene Hill, Ohio College of Podiatric Medicine; Paul C. Lee, Dartmouth Medical School; Glenn L. Cooper, Tufts; Mario E. Motta, Tufts; Frances Shevitz, University of Pennsylvania.*

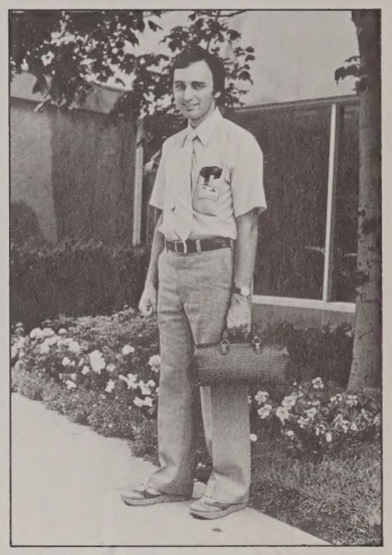
Second-year residents in medicine: *(sitting l.-r.) Drs. James H. Gilroy, Georgetown University; Irving E. Ingraham, Tufts: Henry Sideropoulos, University of California at San Diego; Deborah A. Mayer, Columbia P & S; Paul E. Boinay, University of California at San Diego; Gregory A. Curt, University of Rochester; (standing l.-r.) Mark Estes, University of Cincinnati; Daniel Coit, Cincinnati; Linda I. Ash, Hahnemann; Judith A. Waligunda, Cornell; Joanne C. Imperial, New York Medical College; Gerald Batist, McGill; Lloyd G. Whitley, Tulane; Hipolito J. Echeverria, University De la Plata. Not pictured; Bertha Bauer, Columbia P & S; Thomas W. Bowman, Northwestern; George I. Greenwald, Medical College of Virginia, Mitchel A. Kanter, George Washington.*

part of the Deaconess Family for coming year

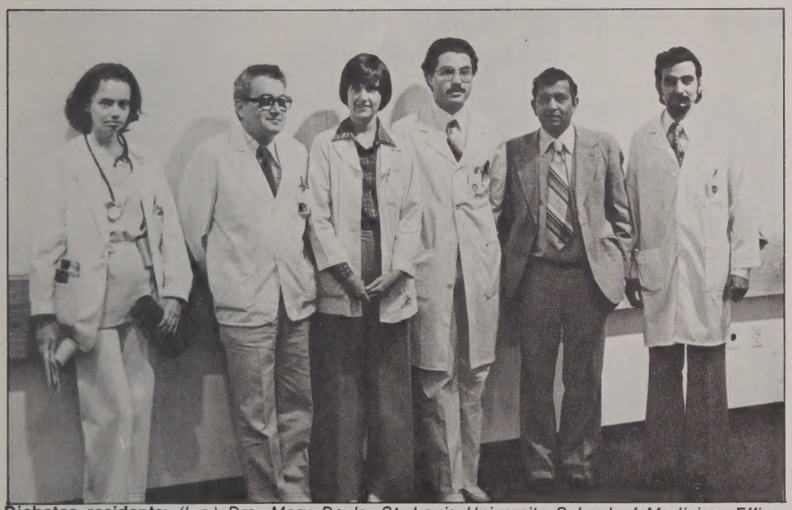


Hematology fellows: *(l.-r.) Drs. Hanspeter Honegger, University of Zurich; and Larry Cignoli, New Jersey School of Medicine.*

Diagnostic radiology fellows: *(l.-r.) Drs. Carl J. Eisenberg, State University of New York, Downstate; Lloyd E. Reich, State University of New York, Downstate; Richard S. Rome, Boston University.*



Endocrinology fellow: *Dr. Dennis Krauss, University of Vermont.*



Diabetes residents: *(l.-r.) Drs. Mary Doyle, St. Louis University School of Medicine; Effim Kilinsky, Moscow Medical School; Edith Miller, Medical University of South Carolina; Nicolas Abourizk, American University Hospital, Beirut; Bhawan Dayal, University College, Galway, Eire (National University of Ireland); Mohammed Ismaq-Arastu,Osmania Medical College, India.*

Cardiology fellows: *(l.-r.) Drs. Len Ennis, Thomas Jefferson University; Edward Brown, Boston University; Michael Bungo, New Jersey Medical School; Anitta Robinson, University of Dallas; and Dave Barrassy, Boston University.*

Third-year residents in medicine: *(sitting l.-r.) Paul B. Gilman, Jefferson; Stanley A. Glassman, University of Miami; Stephen H. Sherry, University of Connecticut; Doreen F. Matteson, University of Connecticut; Don P. Chan, University of Vermont; (standing l.-r.) Theodore G. Konen, University of California at Los Angeles; Yong-Sung Chyun, Columbia P & S; Joseph M. Rothenberg, Georgetown University; Peter C. Maki, University of Arizona; Morris Brown, Wayne State University; Mitchell Eisenberg, Medical College of Pennsylvania; W. Scott Robertson, University of Colorado. Not pictured: Lydia F. Berghaus, University of Michigan.*

Pulmonary: *(l.-r.) Drs. Roy Ruff (first-year fellow), University of North Carolina; Ellen Buchbinder (first-year resident), Tulane University; K. V. R. Mohan Rao (second-year fellow), H.K.E.S. Medical College.*

Gastroenterology residents: *(l.-r.) Drs. Philip Opalenski, University of Rome; Frank Myers, Downstate Medical Center; and Michael Fina, New York Medical Center.*

President Laurens MacLure (l.) and former Executive Vice President R. D. Lowry wish Natalie Tompkins well at her 45th service award celebration.

Special pearl-studded award pin presented for 45 years service

It's just impossible to let someone's 45th anniversary at the Deaconess slip by without a celebration. So when word got around that Natalie Tompkins had put in 45 years with surgical services, friends and co-workers rallied to the cause.

The result was a service award party held June 29 in surgical services. Deaconess President Laurens MacLure presented Natalie with a gold, pearl-studded service award pin designed especially for the occasion. Her co-workers gave her a radio to replace one they knew was stolen from her.

Former Executive Vice President R. D. Lowry, who has known Natalie for 32 years, was also on hand to deliver congratulatory remarks.

Natalie was born in Cape Breton and came to Boston as a child with her parents. Her father worked at the Waltham Watch Works.

"I came to the Deaconess when I was very young. I'm glad I stayed and I hope to make my number of years here an even 50," Natalie said, adding "It was really nice to be queen for a day – and I love the radio."

Smoking display unveiled in lobby

A graphic display depicting the effect of cigarette smoke on various organs of the body was unveiled recently in the Farr lobby. The work was executed by Christy Duquette of Nahant.

The display represents part of an intense campaign to reduce the incidence of smoking by patients, visitors and employees. The campaign is being coordinated by the hospital's Smoking Policy Committee under the chairmanship of Dr. Joel Andrews, chief, NEDH pulmonary section.

Concerned by alarming statistics of death and disease caused by cigarette smoking, it is the committee's position that the Deaconess, as a health care institution, should vigorously participate in efforts to persuade smokers to quit.

Each year, 300,000 Americans die prematurely from the effects of smoking. Millions live on with crippled lungs and overstrained hearts. These tragic figures have been documented in thousands of careful studies. For a closer look at how, specifically, cigarette smoke damages the human body – check out the lobby display.

Attention runners

The first annual Deaconess Challenge Cup Race is scheduled for September 10 at 1 p.m. in Franklin Park and is open to interested runners from all hospitals in Boston.

Prizes for the 10-mile race will be awarded to individuals and to teams. Absolute and handicap categories are designed to make it attractive to those who have never run before. The winning team will hold the trophy for a year.

The event will be social as well as athletic. A circular running course has been chosen so that onlookers can watch the whole race rather than just one stretch of it.

For more information contact Dr. Gerry Yukevich, Dr. Aldon Cockburn or Dr. Terry Smith.

FROM THE DEACONESS ARCHIVES . . . *Above is Norwich House, the hospital's psychiatric unit from 1959 until 1972 when it was torn down to make room for the Meissner Laboratory Building. Before the hospital bought it in 1958, the building was known as The Channing Home and since 1907 served as a home for young women suffering from tuberculosis. Such an institution was known in those days as a 'consumptive home.'*

IS THIS WHAT YOUR KISSES TASTE LIKE?

If you smoke cigarettes, you taste like one.

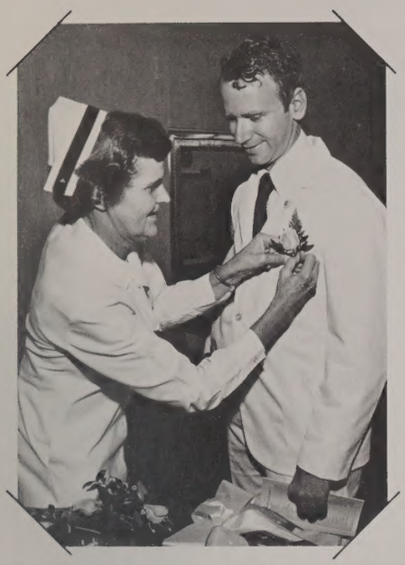
Your clothes and hair can smell stale and unpleasant, too.

You don't notice it, but people close to you do. Especially if they don't smoke.

And non-smokers are the best people to love. They live longer.

AMERICAN CANCER SOCIETY

School of Nursing holds 80th graduation at Temple Israel



Usher Sherbie Mayhem, '41, pins yellow rose on graduate Bruce Warwick, one of two young men to earn diplomas this year.

Graduation exercises for the class of '78, the 80th graduating class of the School of Nursing, were held this year at Temple Israel for the first time.

Arturo R. Rolla, M.D., NEDH endocrinologist, greeted the class, after which the guest speaker, Gordon L. Marshall, Ph.D., president of Wheelock College, delivered the graduation address.

Director of Nursing Ellen D. Howland pointed out to the class that they were "the last class in the school to have studied and lived in both Harris Hall and Audrey K. Kennedy Hall, and the first class to have graduated by walking across the street."

Miss Howland reminded the graduates that the diploma was more than a piece of paper denoting a passing grade.

"[The diploma] is signed by representatives of the hospital trustees, hospital administration and school of nursing, all of whom are accountable for what the diploma says. The faculty, administrators and trustees are staking their integrity that you are safe and competent to practice nursing," she told the new nurses.

The message from the graduating class was delivered by Beth M. Pino. She reminisced over their three years and expressed her appreciation to all those who had helped them reach their goal.

Diplomas were presented by Miss Howland and James F. Farr, Chairman of the Board, New England Deaconess Hospital.

The program was enhanced by a traditional performance of the Glee Club under the direction of John R. Markarian, Jr.

By the end of July, 41 of 57 graduates were working at the Deaconess.

The baccalaureate processional moves down the aisle of Daniel Marsh Chapel at Boston University.

Class officers were (l.-r.) Clare Sullivan, secretary; Eleanor Maguire, vice president; Susan Adomaitis, treasurer; and Mary Kay Bero, president.

Highest honors went to (l.-r.) Betsy Rogers, Roberta Crawford, Karen Kondvar and Ann Bonas.

The Glee Club, under the direction of John J. Markarian, Jr. performs at the Baccalaureate.

Officiating at the graduation were (l.-r.) Chaplain Guy Steele, James F. Farr, Chairman of the Board; Dr. Arturo R. Rolla, NEDH endocrinology; Ellen D. Howland, director of nursing; Gordon L. Marshall, president of Wheelock College; and NEDH President Laurens MacLure.

NEDH to run 'Pacesetter' United Way campaign

The 1978 NEDH United Way Campaign gets underway on Monday, September 11. This year the hospital was asked to run the "pacesetter" campaign for the hospital division to serve as a model for fund-raising drives in other area hospitals. This means a slightly earlier campaign than usual, and the added challenge to "finish big" by attaining our campaign of $28,600. This year's campaign will also be shorter, with the entire fund-raising period lasting only nine days – from Monday, September 11 through Tuesday, September 19.

Joyce Tower, director of dietetics, Keyperson for the 1978 campaign, and Martin Cernek, Administration, Keyperson-elect, are hoping to increase hospital-wide participation above last year's 44 percent through greater use of group solicitation and by making an all-out effort for a short and intensive campaign.

Campaign operating costs kept low

One of the greatest obstacles faced by the United Way and its annual fund-raising campaign coordinators is the public's lack of information and understanding about the organization and its activities. Last year the October issue of *Changing Times* magazine took a closer look at some of the more common criticisms directed at United Way and provided some thoughtful and informative answers.

Perhaps the most common criticism is aimed at the fund-raising and operational costs of the organization. Too much of the money raised from pledges and donations, it is argued, goes into generous salaries and expensive promotional and publicity costs. Not true, say the editors of *Changing Times*.

The article cites studies by the Philanthropic Advisory Service of the Council of Better Business Bureaus, one of two nationally accredited organizations which make public reports on the operating and ethical standards of various charities soliciting public contributions. United Way meets the most stringent standards of this agency, standards which involve operating and cost efficiency, effective volunteer control, ethical promotion and fund-raising methods, and full financial disclosure.

In 1977, United Way continued to hold the line on administrative and campaign costs. More than 88 percent of the total amount raised actually went to the charitable causes intended. Most charity-monitoring agencies would say that any organization which keeps administrative and campaign costs to anything less than 50 percent is doing well. If one believes in the concept of helping others, United Way is the best and most efficient method.

The Blizzard of '78 was a reminder that just about anybody might need the services of a United Way agency. Agencies like the Red Cross and Salvation Army worked around the clock to help thousands of people hit by the storm in the Mass. Bay area. Even the Boy Scouts were out on Route 128 helping people stranded in their cars.

THE 1 OUT OF 4
YOU HELP
COULD BE YOU

United Way
of Mass. Bay

1978 UNITED WAY ALLOCATIONS

Total allocations equal $15,150,369, $1 million more than the 1977 payments. Breakdowns according to type of service are as follows:

Family Counseling and Child Care	23.5%
Neighborhood Centers and Independent Camps	16.9%
American Red Cross Chapters	12.2%
Salvation Army	6.2%
YMCA's	5.5%
Community Service Planning	5.0%
Visiting Nurse Association	4.4%
Boys' Clubs	4.2%
Associations for the Handicapped	4.1%
Medical Research and Hospital-Based Projects	3.6%
YWCA's and Girls' Clubs	2.9%
Boy Scouts	2.9%
Girl Scouts and Camp Fire Girls	2.8%
Mental Health Associations and Clinics	2.7%
Others (7 specialty groups, including USO and Urban League)	2.3%
Incentive Reserve Fund (funds available during the year for innovative projects and responses to community needs)	0.8%

NOTE: 1978 allocation figure does not include a special $100,000 grant to the Red Cross for emergency services required by the February blizzard.

How the Money is Spent: 88.3% for agency allocations
6.2% for fund-raising costs
5.5% for administrative costs

New England Deaconess Hospital
185 Pilgrim Road
Boston, Massachusetts 02215

pulse

The New England Deaconess Hospital is a 489-bed and 14-building complex. Physicians from the Joslin Clinic, the Lahey Clinic, Overholt Thoracic Clinic and the general medical and surgical staffs serve the needs of their patients at the hospital. The Deaconess is internationally known for diagnosis, treatment and research in brain and chest surgery, cancer, diabetes and general medicine, and is affiliated with Harvard Medical School.

PULSE is published monthly by the public relations department of the New England Deaconess Hospital.

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Class of 1978 is 80th to graduate from the School of Nursing . . . see page 7.

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